

What compelling reason is there for a consumer to upgrade their receiver to HDTV? It is hard enough to foster adoption when the technology provides the same features and capability for the consumer as current analog receivers. Now take away the capability to freely time shift and you have a built in reason for consumers to turn their back on HDTV. If all it took to power adoption of HDTV was a better picture, then film would be the media of choice for movie rental.